

# CONTRACT

**WMAR**  
**6400 York Rd.**  
**Baltimore, MD 21212**  
**(410)377-2222**

And:

**Media Strategies & Research**  
**11350 Random Hills Road**  
**Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 307833 /		<u>Alt Order #</u>
<u>Product</u> MON OCT 29TH-TUES NOV 6TH, CARDIN FOR SENATE 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11608
<u>Advertiser</u> Cardin / Democrat / Senate		<u>Original Date / Revision</u> 08/13/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMAR	<u>Account Executive</u> Gail Chapolini	<u>Sales Office</u> WMAR Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMAR	10/29/12	11/06/12	M-F 6-7a NEWS (ROS)	6-7a		:30			NM	7	\$1,015.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$145.00			
Week:		11/05/12	11/11/12	11-----				2	\$145.00			
N 2	WMAR	10/29/12	11/06/12	M-F 7-9a GMA	7-9a		:30			NM	7	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$160.00			
Week:		11/05/12	11/11/12	11-----				2	\$160.00			
N 3	WMAR	10/29/12	11/06/12	SA-SU 8-9a GMA WEEKEND	8-9a		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----11				2	\$50.00			
Week:		11/05/12	11/11/12	-----				0	\$0.00			
N 4	WMAR	10/29/12	11/04/12	M-F 11a-12p	11a-12p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-1---				2	\$100.00			
N 5	WMAR	10/29/12	11/04/12	M-F 12n-1p	12n-1p		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1---1--				2	\$65.00			
N 6	WMAR	11/05/12	11/05/12	3-4pm General Hospital	3-4p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$75.00			
N 7	WMAR	10/31/12	11/05/12	4-5pm KATIE	4-5p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$250.00			
Week:		11/05/12	11/11/12	1-----				1	\$250.00			
N 8	WMAR	10/29/12	11/05/12	M-F 5-6p (ROS)	5-6p		:30			NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$125.00			
Week:		11/05/12	11/11/12	1-----				1	\$125.00			
N 9	WMAR	10/29/12	11/05/12	M-F 6-630p NEWS	6-630p		:30			NM	6	\$1,200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

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Contract / Revision 307833 /		Alt Order #
Contract Dates 10/29/12 - 11/06/12	Product MON OCT 29TH-TUES	Estimate # 11608
Advertiser Cardin / Democrat / Sena		Original Date / Revision 08/13/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
N 10	WMAR	10/29/12	11/04/12	SU 630-7p NEWS	630-7p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$125.00			
N 11	WMAR	10/30/12	10/30/12	7-730p The List	7-730p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$350.00			
N 12	WMAR	11/05/12	11/05/12	M 8-10p Dancing	8-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$3,500.00			
N 13	WMAR	10/31/12	10/31/12	MODERN FAMILY/SUBURG.	9-10p		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$5,500.00			
N 14	WMAR	11/04/12	11/04/12	REVENGE	9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$3,500.00			
N 15	WMAR	10/29/12	11/05/12	M-SU 11-1135p LATE NEWS	11-1135p		:30			NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111-1				6	\$550.00			
Week:		11/05/12	11/11/12	1-----				1	\$550.00			
N 16	WMAR	11/01/12	11/01/12	M-F 1135-1202 NIGHTLINE	1135p-1202a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$100.00			
<b>Totals</b>											<b>48</b>	<b>\$22,015.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	48	\$22,015.00	\$18,712.75
<b>Totals</b>	<b>48</b>	<b>\$22,015.00</b>	<b>\$18,712.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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